

# Google Ads (AdWords) Fundamentals Course Brochure

*Become a Google AdWords Certified Professional*

# Course Highlights

In this Google AdWords Fundamentals course, you will:

- Walk through how to set up a Google Ads Search and Display advertising campaign from scratch
- Learn how to manage Google Ads campaigns in-house or outsource to an external vendor
- Reveal what digital marketing agencies don't want you to know
- Learn techniques to Measure, Analyse, and Optimise your campaigns based on insights from industry experts (**Google's official Certification study guide won't even teach you this**)
- Open your eyes and understand that industry best practices may not always be the right way to go
- Learn digital advertising strategies that actually work and help you achieve your KPIs
- Take the Google Ads Fundamentals exam and attempt to pass the exam with a score of at least 80%

## Key Features

- Up-to-date, bite-sized course modules
- Hands-on, interactive, instructor-led
- Actionable strategies, frameworks, and processes you can implement to new or existing campaigns
- Comprehensive and structured curriculum
- Real world examples and case studies
- Developed and delivered by industry experts
- Fully equipped, modern [training facilities](#) with laptops provided
- Lifetime access to updated online course materials via the [learning portal](#)
- [After-training support](#) provided
- Complimentary refresher course within one year post training

## Course Description

In this comprehensive step-by-step Google Ads (Formally Google AdWords) Fundamentals Certification course, candidates will learn how to create a Google Ads Search and Display advertising campaign from scratch, understand how AdWords works, and how to measure and fine-tune AdWords campaign parameters for optimal results.

This course will also prep candidates to take the Google Ads Fundamentals exam with a passing rate of at least 80%.

At the end of the two days, candidates will sit for the Google Ads Fundamentals exam in class. The duration of the exam is 90 minutes.



Upon passing the Google Ads Fundamental exam, candidates still have to pass any one of the following exams in order to attain full Google Ads certification:

- Search Advertising
- Display Advertising
- Mobile Advertising
- Video Advertising
- Shopping Advertising



Academy for Ads

# Course Objectives

By the end of this course, trainees should be able to:

- Set up a Google Ads Search and Display advertising campaign from scratch
- Perform detailed segmentation and organise the structure of keywords, ad creatives, and ad groups for precise targeting and optimal results
- Create successful text and display ads that drive clicks and conversions
- Conduct effective and extensive keyword research with the Google Keyword Planner
- Set up conversion tracking for measuring performance and to enable advanced bidding options (e.g. Enhanced CPC, Target CPA, Target ROAS)
- Analyse reports and optimise campaigns to maximise return on investment

# Target Audience

Marketing Managers, Marketing Executives, and Individuals who manage or execute Google Ads campaigns

# Prerequisite

Basic computer knowledge. **Each participant will be provided a windows laptop** and a Google Ads demo account for the duration of the course. Participants may however opt to bring their own laptops.

# Certification

Certification of completion will be issued upon achieving attendance of at least 75% of the course. Course Code: [CRS-N-0045186](#)



## Course Outline

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## Part 1: Understanding the Fundamentals of Google Ads

Instructor-led | Mode of delivery (Presentation, Case studies, Practical)

- How Ads can help you generate and nurture leads
- Various consumer channels you can reach with Ads (Search, Display, Video, etc)
- Benefits of Google Ads
- How Ads works from an advertiser and consumer point of view (Auction in Motion, Ad Rank, Quality Score)
- Media cost models (CPC, CPM, CPA, CPV, etc.)
- Understanding account structure, features, and interface of Ads
- Walkthrough of the Ads platform, essential components, and tools

## Part 2: Ad Campaign Creation

Instructor-led | Mode of delivery (Presentation, Hands-on practical)

- Ads campaign types (Search Network, Display Networks, Video, Shopping, Universal App)
- Creation various types of Ads campaigns
- Targeting options for various campaign types (Keywords, Demographics, Remarketing, Behavioural, Contextual)
- How to determine a bidding and budget strategy that's best suited to your goals
- Types of ad creatives (Text, Graphic, Video, Shopping, Mobile, etc.)
- Writing effective text ads
- Creating ad extensions for increased visibility and click-throughs
- How to organise and structure your account for success

## Part 3: Ads Analytics and Optimization

Instructor-led | Mode of delivery (Presentation, Case studies, Hands-on practical)

- Setting up conversion tracking to measure campaign performance
- Evaluating campaign performance
- How to calculate return on investment (ROI) for your ads
- Important metrics to analyse in your Ads reports
- Optimisation techniques to achieve optimal results (Bid adjustments, A/B testing, ROI bidding strategies)



# Testimonials

**Christine Chua – Stream Peak International:**

*“Due to the poor account management from our previous SEM service provider, our Google Ads account was a mess! After attending the SEM course, I’ve managed to clean up and organize our Google Ads account, which has since allowed us to receive quality leads! Dylan has also been very helpful with providing me with suggestions to manage our account after the course. I would highly recommend taking up the SEM course at Equinet Academy!”*

**Sharon Toh:**

*“A very helpful course to start running Ads campaign on your own as the fundamentals and practical aspects of Ads are covered. Very straightforward!”*

**Derrick Tay – Public Speaking Academy:**

*“The teachings are systematic, substantial enough to be prep-ed for the exam (but more importantly to be well aware of the fundamentals) yet succinct enough to complete in two days. Learnt a lot and appreciate the generous sharing.”*

**Gaynor Lim – HDB Upgrading Strategist:**

*“I love the hands-on approach setting up the Ad Campaigns step-by-step. One of the important highlights of the course was on how to analyse the competitive metrics and potential profitability of the keywords. This was extremely useful for me because it prevented me from wasting unnecessary budget on keywords that were not likely to convert, and instead focus on keywords that were more likely to convert. Highly recommend this course.”*



## Course Information

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# Course Information

## Course Duration

2 Days (9am to 5pm)

## Course Fee

~~S\$990~~ S\$500 nett

### Self-Sponsored Individuals:

#### Self-Sponsored Singapore Citizens Using SkillsFuture Credit:

~~\$500~~ \$0  
(Nett course fee payable after \$500 SkillsFuture Credit)

### Company Sponsored:

#### Company-Sponsored (SMEs and Non-SMEs) – \$2/hour:

Eligible for Company-sponsored Singapore Citizens and Singapore PRs who are full-time employees

~~\$500~~ \$481.68  
(Nett course fee payable after training grant)

## Training Method

Instructor-led training

## Course Dates

13, 14 Mar 2018 (Tue, Wed)  
7, 8 Jun 2018 (Thu, Fri)  
27, 28 Sep 2018 (Thu, Fri)  
17, 18 Dec 2018 (Mon, Tue)  
19, 26 Jan 2019 (Saturdays)  
18, 19 Feb 2019 (Mon, Tue)  
28, 29 Mar 2019 (Thu, Fri)  
24, 25 Jun 2019 (Mon, Tue)  
26, 27 Aug 2019 (Mon, Tue)  
24, 25 Oct 2019 (Thu, Fri)

## Instructor

### Lin Xuan Bin

Specialising in Paid Search and Online Lead Generation, Xuanbin's digital marketing career has spanned MNCs, private companies and government agencies across Recruitment, IT, Media, and International Trade industries.

During his stints in award-winning global media agencies, Xuanbin planned and strategised digital marketing campaigns over the Asia Pacific region for some of the world's largest companies. Some of which included Hotels.com, SAP, MINI, Laneige and SPRING Singapore.

An ROI driven marketer, Xuanbin ran a cost-efficient and profit-driven programmatic remarketing programme across 6 markets in Asia. Using a mix of Programmatic Display, Paid Social and Telemarketing / Electronic Direct Mailers, he helped build sales pipelines across various business units within SAP in the APJ region.

The revamped International Enterprise (IE) Singapore corporate website, which Xuanbin was the co-project lead, saw online engagements increase significantly over the same time period from the previous year — an increase of 30.8% in visits and 59.7% increase in pageviews. The website was awarded Best Customer / User Experience Site Award at the 2013 Sitecore Site of the Year Awards for Asia, and Best in Class (B2B) in the 2014 Interactive Media Awards.

Having been on both brand and agency sides, Xuanbin strongly believes in empowering brand marketers with a deeper understanding of the digital marketing landscape to achieve better alignment with their agencies; therein maximising the potential of their partnership and digital marketing performance.

Xuanbin is a certified individual in Google AdWords and Google Analytics. In his day job, he is a fully committed data ninja, manipulating and analysing large datasets to uncover the real business impact of the digital campaigns he runs.